ORDER

Orders Order / Rev: 705301 06267278 Alt Order #: NRCC-IE 2012 Product Desc: WKYC Estimate: 2954 Flight Dates: 10/19/12 - 10/25/12 Primary AE: Joe Knauer 09/25/12 / 09/25/12 Original Date / Rev: Sales Office: T-WAS Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A35+ New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	38	\$58,850.00	\$50,022.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$58,850.00	\$50,022.50	0.00
Totals	38	\$58,850.00	\$50,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Lı	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
	1 WKY	0 10/19/1	2 10/19/12	LN (M-Su)	CM	11P-1135P	F	:30 1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
				Late News (M-Su)							
		NWS AT 1	-			_						
		tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	Week: 1		10/21/12	F	1	\$3,000.00	0.00					
:	2 WKY	C 10/19/1	2 10/19/12	Tonight Show	CM	1135p-1237a	F	:30 1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
	TO 117	01 04/ 14	100	Tonight Show								
		TE SHW-N										
	_	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	Week: 1		10/21/12	-	1	\$1,300.00	0.00					
;	3 WKY	C 10/19/1	2 10/19/12	M-F 4-5p	CM	4p-5p	F	:30 1	\$800.00 P-1	0.00 NM	1	\$800.00
				Ellen Degeneres								
	ELLE						.					
	_	tart Date	End Date	Weekdays F	Spots/Week	Rate	Rating					
	Week: 1		10/21/12		1	\$800.00	0.00					
•	4 WKY	C 10/19/1	2 10/19/12	M-F 430a-5a	CM	430a-5a	F	:30 1	\$300.00 P-1	0.00 NM	1	\$300.00
	01101	VIEWO 400		430a News								
		NEWS 430					.					
	_	tart Date	End Date	Weekdays F	Spots/Week	Rate	Rating					
	Week: 1		10/21/12		1	\$300.00	0.00					
,	5 WKY	C 10/19/1	2 10/19/12	M-F 5-6a	СМ	5a-6a	F	:30 1	\$850.00 P-2	0.00 NM	1	\$850.00
	0110.1		100	Channel 3 News	@ 5AM							
		IEWS SUI	_	\A/	0	5.	D ::					
,	_	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	Week: 1	0/15/12	10/21/12	F	1	\$850.00	0.00					

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WKYC

Order / Rev: 705301

705501

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06267278

Product Desc: NRCC-IE 2012

Flight Dates: 10/19/12 - 10/25/12

2954

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots \$1,400.00 WKYC 10/19/12 10/19/12 M-F 5-6p СМ 5p-6p :30 \$1,400.00 P-1 0.00 NM Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ---F-0.00 Week: 10/15/12 \$1,400.00 WKYC 10/19/12 10/19/12 ---F--:30 1 \$1.800.00 P-2 0.00 NM M-F 7-9a Today CM 7a-9a \$1.800.00 Today Show **TODAY SHW** Weekdays **End Date** Spots/Week Start Date Rate Rating 10/21/12 - - - F- -Week: 10/15/12 \$1,800.00 0.00 0.00 NM 8 WKYC 10/22/12 10/22/12 1 \$1,300.00 P-2 **Tonight Show** CM 1135p-1237a M- - - - -:30 1 \$1,300.00 Tonight Show TONITE SHW-NBC **End Date** Start Date Weekdays Spots/Week Rating Rate 10/28/12 M- - - - -Week: 10/22/12 \$1,300.00 0.00 9 WKYC 10/22/12 10/22/12 M-F 4-5p M- - - - -:30 \$800.00 P-1 0.00 NM \$800.00 CM 4p-5p Ellen Degeneres **ELLEN** Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 10/22/12 10/28/12 M- - - - -\$800.00 0.00 10 WKYC 10/22/12 10/22/12 M-F 430a-5a СМ 430a-5a M- - - - -:30 \$300.00 P-1 0.00 NM \$300.00 1 430a News CH 3 NEWS 430A **End Date** Spots/Week Rating Start Date Weekdays Rate M- - - - -10/28/12 0.00 Week: 10/22/12 \$300.00 11 WKYC 10/22/12 10/22/12 M-F 5-6a CM 5a-6a M----:30 \$850.00 P-2 0.00 NM \$850.00 Channel 3 News @ 5AM **CH3 NEWS SUNRS** Start Date **End Date** Spots/Week Rating Weekdays Rate M- - - - -Week: 10/22/12 10/28/12 \$850.00 0.00 \$1,400.00 12 WKYC 10/22/12 10/22/12 M-F 5-6p CM 5p-6p M- - - - -:30 1 \$1.400.00 P-1 0.00 NM Dr. Phil DR. PHIL Weekdays Start Date **End Date** Spots/Week Rating Rate M- - - - -Week: 10/22/12 10/28/12 \$1,400.00 0.00 13 WKYC 10/22/12 10/22/12 1 \$1,800.00 P-2 M-F 7-9a Today CM 7a-9a M- - - - -:30 0.00 NM \$1,800.00 **Today Show TODAY SHW** Start Date **End Date** Spots/Week Weekdays Rate Rating M- - - - -Week: 10/22/12 10/28/12 \$1,800.00 0.00 14 WKYC 10/22/12 10/22/12 Mon Prime Other CM Various :30 1 \$10,000.00 P-2 0.00 NM \$10,000.00 Monday Prime Other (8:00 PM-10:00 PM) VOICE Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 M- - - - -1\$10,000.00 Sat 11-1135p 15 WKYC 10/20/12 10/20/12 CM 11-1130p ---S-:30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 LN SAT CH 3 NWS AT 11 Start Date **End Date** Weekdays Spots/Week Rating Rate 10/21/12 ---S-Week: 10/15/12 \$3,000.00 0.00 16 WKYC 10/20/12 10/20/12 Sat 6-630p 6-630p - - - - S-:30 1 \$2,500.00 P-2 0.00 NM \$2,500.00 Channel 3 News at 6P SAT CH 3 NWS AT 6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ---S-\$2,500.00 0.00 17 WKYC 10/20/12 10/20/12 Sat 730-8p - - - - S-\$800.00 P-1 0.00 NM CM 730-8p :30 \$800.00 1 Sat 730-8P **CASH EXPLOSION** Spots/Week Rating **End Date** Weekdays Start Date Rate 10/21/12 \$800.00 Week: 10/15/12 0.00 18 WKYC 10/21/12 10/21/12 CM 6-630p ---S :30 1 \$2,500.00 P-2 0.00 NM \$2,500.00

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WKYC

Order / Rev: 705301

Advertiser: NRCC-IE

Alt Order #: 06267278

NRCC-IE 2012 Product Desc:

Flight Dates: 10/19/12 - 10/25/12 2954

Estimate:

Ln Cl	n Start	End	Inventory Code	Break	Start/End T	ime	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
CUI		VIZND	Sun 6-630p Channel 3 News	at 6p SUN									
CH	3 NWS@6 V		M/ Indana	0	Data	D - C-						ī	
Mook	Start Date	End Date	Weekdays S	Spots/Week	Rate	Ratin	_						
	: 10/15/12	10/21/12	3	1	\$2,500.00	0.0							
19 Wr	YC 10/21/	12 10/21/12	Sun 9-1030a	CM	9a-1030a	-	S	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
CLI	CLIMDNIN	114/0	Channel 3 News	Sun 9a									
CH	3 SU MRN N		147 1 1	0 . 00 .	5.	D .:							
14/1	Start Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Ratin	_						
	: 10/15/12	10/21/12		1	+ ,	0.0				*			
20 W	(YC 10/25/	12 10/25/12	Tonight Show	CM	1135p-1237a	a -	T	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
TO:	UTE OLIVALA	IDO	Tonight Show										
10	VITE SHW-N				. .								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	_						
	: 10/22/12	10/28/12	T	1	\$1,300.00	0.0							
21 W	(YC 10/25/	12 10/25/12	•	CM	4р-5р	-	T	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
			Ellen Degeneres										
ELL	.EN												
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	_						
Week	: 10/22/12	10/28/12	T	1	\$800.00	0.0	0						
22 W	YC 10/25/	12 10/25/12	M-F 430a-5a	CM	430a-5a	-	T	:30	1	\$300.00 P-1	0.00 NM	1	\$300.00
			430a News										
CH	3 NEWS 43	0A											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	<u>g</u>						
Week	: 10/22/12	10/28/12	T	1	\$300.00	0.0	00						
23 W	YC 10/25/	12 10/25/12	M-F 5-6a	СМ	5a-6a	-	T	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
			Channel 3 News	@ 5AM									
CH	3 NEWS SU	NRS											
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	g						
Week	10/22/12	10/28/12	T	1	\$850.00	0.0	_						
24 W	YC 10/25/	12 10/25/12	M-F 5-6p	CM	5р-6р	_	T	:30	1	\$1,400.00 P-1	0.00 NM	1	\$1,400.00
			Dr. Phil		• •								. ,
DR	PHIL												
	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratin	g						
Week	10/22/12	10/28/12	T	1	\$1,400.00	0.0	_						
25 W	YC 10/25/	12 10/25/12	M-F 7-9a Today	СМ	7a-9a	_	T	:30	1	\$1,800.00 P-2	0.00 NM	1	\$1,800.00
20		,,	Today Show	· · · ·			_		•	ψ.,σσσ.σσ. =	0.00		ψ.,σσσ.σσ
TO	DAY SHW												
	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a					Ī	
Week	10/22/12	10/28/12	T	1		0.0	_					Ī	
26 W	YC 10/23/	12 10/23/12	Tonight Show	CM	1135p-1237a	a -	T	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
20 111	10/20/	12 10/20/12	Tonight Show	O.III	(11:35 PM-12			.00	•	ψ1,000.001 2	0.00 14111		Ψ1,000.00
TO	NITE SHW-N	NBC	Torngrit Crion		(11.00 1 11.12	2.00 741	.,						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week	10/22/12	10/28/12	- T	1	\$1,300.00	0.0	_						
		12 10/23/12	M-F 4-5p	CM	4p-5p		T	:30	1	\$800.00 P-1	0.00 NM	1	\$800.00
27 771	10/25/	12 10/25/12	Ellen Degeneres	Olvi	4p 3p		1	.00	٠	ψοσο.σσ1 -1	0.00 14141	'	ψ000.00
FII	.EN		Elicii Degeneres										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Ratin	a						
Week	10/22/12	10/28/12	- T	1	\$800.00	0.0	_						
		12 10/23/12	M-F 430a-5a		430a-5a		T	:30	1	\$300.00 P-1	0.00 NM	1	\$300.00
20 VVI	10/23/	12 10/23/12	430a News	Civi	430a-3a	-	1	.30	'	\$300.00 F-1	U.UU INIVI	'	\$300.00
СН	3 NEWS 43	ΩΔ	450a News										
OH	Start Date		Mookdays	Spots/Week	Poto	Potin	a						
Wook	: 10/22/12	End Date 10/28/12	<u>Weekdays</u> - T	<u>5pots/Week</u>	Rate \$300.00	Ratin 0.0	_						
							T	.20		¢050.00.D.0	0.00 8184		0050 00
29 VVP	10/23/	12 10/23/12		CM @ 5AM	5a-6a	-	1	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
СП	3 NEWS SU	NRS	Channel 3 News	₩ JAIVI									
OI I			Meekdaya	Spots/Week	Doto	Ratin	a						
Mook	Start Date 10/22/12	End Date 10/28/12	<u>Weekdays</u> - T	opolo/ Week	<u>Rate</u> \$850.00	0.0	_						
			1					.20		¢1 400 00 D 1	0.00 8184		¢4 400 00
30 W	10/23/	12 10/23/12		CM	5p-6p	-	T	:30	Т	\$1,400.00 P-1	0.00 NM	1	\$1,400.00

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WKYC

Totals

38

\$58,850.00

Order / Rev: 705301

Advertiser: NRCC-IE

Estimate:

Alt Order #: 06267278

Product Desc: NRCC-IE 2012

Flight Dates: 10/19/12 - 10/25/12

2954

Inventory Code Break Start/End Time Ln Ch Start End Days Len Spots Rate Pri Rtg Type Spots M-F 5-6p Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 - T- - - -\$1,400.00 Week: 10/22/12 0.00 M-F 7-9a Today 31 WKYC 10/23/12 10/23/12 СМ 7a-9a - T- - - -:30 \$1.800.00 P-2 0.00 NM \$1,800.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$1.800.00 0.00 32 WKYC 10/24/12 10/24/12 M-F 11-1135p СМ 11-1135p --W----:30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 Channel 3 News at 11p M-F CH 3 NWS AT 11 Weekdays Start Date **End Date** Spots/Week Rate Rating 10/28/12 - - W- - - -0.00 Week: 10/22/12 \$3,000.00 33 WKYC 10/24/12 10/24/12 **Tonight Show** - - W- - - -:30 1 \$1.300.00 P-2 0.00 NM \$1.300.00 CM 1135p-1237a Tonight Show **TONITE SHW-NBC** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/22/12 10/28/12 - - W- - - -0.00 \$1,300.00 \$800.00 P-1 34 WKYC 10/24/12 10/24/12 M-F 4-5p CM 4p-5p - - W- - - -:30 0.00 NM \$800.00 1 Ellen Degeneres **ELLEN End Date** Spots/Week Start Date Weekdays Rating Rate Week: 10/22/12 10/28/12 \$800.00 0.00 35 WKYC 10/24/12 10/24/12 M-F 430a-5a CM 430a-5a -- W----:30 \$300.00 P-1 0.00 NM \$300.00 430a News CH 3 NEWS 430A **End Date** Weekdays ... Spots/Week Rating Start Date Rate Week: 10/22/12 10/28/12 - - W- - - -\$300.00 0.00 36 WKYC 10/24/12 10/24/12 M-F 5-6a СМ - - W- - - -:30 \$850.00 P-2 0.00 NM 5a-6a \$850.00 1 Channel 3 News @ 5AM CH3 NEWS SUNRS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - - W- - - -\$850.00 0.00 M-F 5-6p --W---1 \$1,400.00 P-1 37 WKYC 10/24/12 10/24/12 CM 5p-6p :30 0.00 NM \$1,400.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 - - W- - - -0.00 Week: 10/22/12 \$1,400.00 M-F 7-9a Today - - W- - - -1 \$1,800.00 P-2 0.00 NM 38 WKYC 10/24/12 10/24/12 CM 7a-9a :30 \$1,800.00 **Today Show** TODAY SHW Weekd<u>ays</u> Start Date **End Date** Spots/Week Rate Rating - - W- - - -Week: 10/22/12 10/28/12 1 \$1,800.00 0.00